

AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method of tracking information provided to a computer system from ~~a combination~~ an advertisement database ~~broker and~~ associated server, the method comprising:  
providing an identifier ~~identifying~~ unique to the computer system, the identifier being imbedded in one of the computer hardware and firmware in the computer system;  
~~providing at least one~~ the database associating the identifier with information specific to a computer user associated with the computer system;  
~~the computer user logging onto the combination advertisement broker and~~ establishing a web connection with the server and transmitting the identifier to the database;  
~~the computer user transmitting the identifier; and~~  
~~the database associating with the identifier and providing the computer user with a choice of specific advertisements, no advertisements, banner advertisements and informational banners.~~  
in response, the database transmitting a specific advertisement to the identified computer system; and  
the database tracking each advertisement transmitted to the identified computer system for monitoring advertising revenue generated by the user.
2. (Cancelled).
3. (Cancelled).

4. (Currently Amended) The method of Claim 1 further comprising:  
providing that the server is one of an advertisement broker, a server hosting  
advertisements, and a server hosting advertisements and informational  
data.
5. (Previously Amended) The method of Claim 1 further comprising:  
the database searching and locating advertisements that match criteria provided  
by the computer user during a querying procedure.
6. (Previously Amended) The method of Claim 5 wherein if no matching criteria is  
found, the database transmitting one of generic advertisements and no  
advertisements.
7. (Previously Amended) The method of Claim 5 wherein the database checks for  
the identifier.
8. (Currently Amended) The method of Claim 1 wherein the identifier is one of a  
system code, a system code stored in nonvolatile memory, a unique ID from a  
microprocessor, a unique ID from a peripheral device and a unique identifier  
stored on a hard drive, ~~the advertisement broker and the server being combined.~~
9. (Currently Amended) The method of Claim 1 wherein the information unique to  
the computer user includes one of incentives, bonuses and discounts on a  
plurality of goods, ~~the advertisement broker and the server being separate.~~
10. (Cancelled).
11. (Cancelled).

12. (Cancelled).

13. (Cancelled).

14. (Cancelled).

15. (Cancelled).

16. (Cancelled).

17. (Cancelled).

18. (Cancelled).

19. (Cancelled).

20. (Cancelled).

21. (Cancelled).

22. (Cancelled).

23. (Cancelled).

24. (Cancelled).

25. (Cancelled).

26. (Currently Amended) A method for tracking information to a computer system from a server comprising:
- providing an identifier for unique to the computer system;
  - providing a database associating the identifier with information specific to a computer user;
  - the server receiving a request for an advertisement from the computer user;
  - the user transmitting the identifier to an advertisement broker the database via a web connection;
  - ~~the broker logging the identifier in the database; and~~
  - ~~the database associating with the identifier and providing the computer user with a choice of specific advertisements, no advertisements, banner advertisements and informational banners;~~
  - in response, the database transmitting a specific advertisement to the user; and
  - the database tracking each advertisement to the user for monitoring advertising revenue generated by the user.